

Murray Arts Advisory Board
Minutes For September 21, 2010

Attendance: Mildred Horton, Sharon Whitney, Judy Baxendale, John Madsen, Mary Black, Kathleen Sorenson, Jennifer Davies, Mary Ann Kirk (staff).

1. Minutes for August 17, 2010 were approved as written.
2. Jennifer explained the RDT mapping project she is coordinating with the school district and RDT. We have three elementary teachers and a junior high and senior high teacher working with us. She will also try to work with Riverview who does not have a dance teacher. Mary Ann told Jennifer that the city parks director and the GIS department were willing to make presentations or provide maps where needed.
3. Mary Ann reviewed the upcoming events
 - a. Haunted Tales on October 25 will include a pumpkin carving display/contest followed by literary and storytelling in a formal setting in front of the outdoor fireplace. Sharon felt bad that the kids did not get passes to the Haunted Woods. Mary Ann said the exchange club was trying to sponsor the Haunted Woods so the tradition is not abandoned. Sheri may be willing to provide some comp tickets for the winners. The literary entries will be collected on October 19 for judging and finished by the weekend so we can call the winners. The storytelling auditions are also set for October 19 at 6 pm prior to our next board meeting. Holly Robison is going to help us with judging and board members are also invited. We may work with Holly to develop a larger storytelling festival if this is successful.
 - b. The art show will be set up on Wednesday, November 3 at 7 pm. We have a volunteer group who is coming to help. Kathleen thought her church group of Laurel's may also be interested. We will need additional adults to help. Mary Ann clarified that this show is an adult show but we will accept older high school students if they are trying to collect a portfolio for a scholarship and we have room in the show. Most school students are encouraged to enter the school art show in the spring.
4. Arts in the Park financial summary was reviewed. Expenses were \$46,634 with a few small items yet to be turned in. Revenue was \$41,652. The difference was covered by the Utah Arts Council and ZAP grant. We had slightly more in attendance this year at 11,203. Our season tickets have continued to decline especially outside of Murray with 105 total. Mary Ann wondered if that was due to cutting radio advertising.

Board members discussed potential shows for next year. Mary Ann wondered if there were other types of shows we could do that would bring people in. Our first two shows this year were poorly attended. Jennifer and Kathleen suggested a Murray's Got Talent Show. Mary Ann said the Murray Arts Council has done Murray Idol. It was good the first year but the talent level dwindled over time. We also did a talent show several years ago. We had little response to auditions so we had to go out and ask people to participate.

Jennifer asked if it was advertised well because she didn't know about it. Mary Ann said people don't often pay attention to the advertising. Mildred wondered if we could do a talent competition in each school. Mary Ann questioned if this would have the quality of performance we want in the evening series. Mary Ann asked board members to think about it and we will discuss this more later.

Mary Ann noted that we are considering Scarlet Pimpernel and West Side Story for next year if the Murray Arts Council does a show that includes children. Scarlet Pimpernel is an expensive show and the potential directors would like to fund raise to enhance the city's budget. Mary Ann wasn't sure how to do this. Because the city would be the sponsor, we would be ultimately responsible for any expenses. After discussion, it was decided to have Mary Ann talk with the finance office to see if we could create a "revolving" fund. The directors would be required to have money in the fund before they would be allowed to expend funds beyond the normal budget.

5. The Mayors office has set a meeting to discuss the performing arts center and a county application for funding. Mildred will attend for the board. Mary Ann reported that there is some confusion about the roles of each group and a concern had been expressed by the foundation that we don't have info from all the groups about what they want in the facility. Board members agreed we have discussed this many times with the various art groups during Arts Board meetings. Mary Ann has sent an email with the specific spaces and dimensions and asked for feedback if there are any changes. We will share a facility draft with these groups before anything is finalized.
6. Mary Ann explained a program called Share-Tix. This is a new non-profit group who collects "free tickets" for organizations who work with low income individuals and families. We were the first to partner with them and it worked nicely. We provided tickets on nights we had tickets available. About 100 people attended through these agencies. It is a good way to allow people to attend who could not afford it. It also provides another marketing tool to communicate the shows to other adults who work with these groups.
7. Art award nominations were discussed. Names included Joan Shuman (community ed), Kathie Webster and Jackie Morgan (Riverview band and art teachers), and Marsha Yates (Horizon teacher). Mary Ann will bring a list of former awards next month and we will make a final decision and decide where to present these awards.